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Spotlight

ON FOREIGN MARKETING

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TO U.S. AGRICULTURAL ATTACHÉS AND FAS STAFF MEMBERS

U. S. DEPARTMENT OF AGRICULTURE

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NETHERLANDS TO BUY U. S. READY-TO-COOK POULTRY. Permits will be issued soon for the first imports of U. S. poultry into the Dutch market. Poultry must be USDA inspected, disease free and of top quality. The Netherlands is a major exporter of poultry, but per capita consumption is low. Ready-to-cook poultry is new to the Dutch. It is hoped that through proper promotion consumer acceptance can be as successful as previous efforts in West Germany. FAS and the Institute of American Poultry Industries are planning such a market development project in the near future.

USDA TO OFFER FLAXSEED BY COMPETITIVE BIDDING. Any quantities of 1957-crop flaxseed still in Commodity Credit Corporation inventory July 1 will be for sale beginning on that date, for domestic crushing or export through competitive bidding, without any announcement of minimum price. Until July 1, flaxseed acquired by CCC from 1957 crop will be available for sale for domestic crushing at higher of market price or 1957-crop support rate at point of production plus carrying charges, as announced August 16. Flaxseed will also be available for export at same price. Carrying charges will be 3 cents a bushel for May and 4-1/2 cents for June. Minneapolis Commodity Stabilization Service Commodity Office will announce details of sales program, including quantities available and bid due dates.

ANGOLA IMPORTS U. S. CATTLE. Angola, Portugese West Africa, bought for dollars 22 Santa Gertrudis cattle from the United States in March. Imported by a large commercial cattle-raising cooperative, these animals will be used to improve native stock and start a purebred herd.

WEST GERMANY ISSUED A NEW DOLLAR TENDER FOR U. S. POULTRY. The amount has not been announced, but is expected to be comparable to earlier sales. Canada has been included in this tender for chickens, turkeys, and ducks.

IRISH BUY FIRST U. S. APPLES SINCE 1956. During April 33,000 boxes of top quality U. S. apples were put on the Dublin market. Trade sources there report favorable consumer reaction. Retail price was 21 cents a pound, less than the price for comparable quality Irish apples. U. S. types were extra fancy Newton, Winesap and Rome Beauty.

"COTTON, THE MIRACLE FIBER," a film produced under our market development program, has been selected as a U. S. entry in the Venice and Edinburgh Film Festivals. The selection was made by a board of independent judges.

SAO PAULO FAIR TO FEATURE DAIRY EXHIBIT. A dairy plant recombining U. S. nonfat dry milk and anhydrous butterfat will operate at the International Trade Fair in Sao Paulo, Brazil, to open June 18. In cooperation with the Foreign Agricultural Service, the Dairy Society International will direct the exhibit. Processing equipment for the demonstration is loaned to DSI by U. S. companies, and the ingredients are furnished from CCC stocks. Samples of recombined milk, as well as ice cream manufactured by the plant, will be distributed.

This will be the tenth time that FAS and DSI have cooperated at overseas fairs to promote U. S. dairy products. In several cases, foreign companies have bought the equipment after the fair to operate recombining plants in milk deficit areas.

AMERICAN BLENDS GAIN POPULARITY IN EGYPT. American-blended-type cigarettes are taking an increased share of the Egyptian market. Output of this type has risen from 26 percent of Egypt's total tobacco manufactures in 1952 to 42 percent in 1957. The gain, percentagewise, has been primarily at the expense of oriental cigarettes. Due to currency exchange problems these cigarettes are not all U. S. tobacco, but a substantial proportion is used to satisfy consumers.

BE A TOBACCO EXPERT. Valuable information on tobaccos of all commercial types can be found in FAS Report 107, just off the press. The publication covers consumer preferences and packaging by countries, and should eliminate much guesswork in promoting commercial export sales of U. S. tobaccos. For a free copy, write Foreign Agricultural Service, USDA, Washington 25, D. C.

SWISS IMPORTS OF U. S. COTTON SET NEW RECORD. Imports of 120,000 bales of U. S. cotton during the August-July 1956-57 season were the highest in 30 years, setting a new, all-time record of sales to Switzerland. Cotton consumption during this period was 188,000 bales, up 9 percent from the previous year.

DAIRY FILMS TO BE SHOWN AT BRUSSELS FAIR. The American Dairy Association has announced that two of its films will be included in the 15 American movies to be shown at the Belgian World's Fair. The titles are: Adventure in Dairyland and Cows, Milk and America.

WEST GERMAN IMPORTS OF CATTLE HIDES UP 40 PERCENT. Imports of cattle hides by West Germany during 1957 totaled 289 million pounds, 40 percent higher than the 206 million pounds imported in 1956.

U. S. cattle hide prices in 1957 averaged about 1.5 cents per pound under 1956 levels.

U. S. TAKES 60 PERCENT OF BRAZIL'S COFFEE EXPORTS IN 1957. Over three-fifths (60.34 percent) of Brazil's coffee exports in 1957 came to the United States. Exports to Europe amounted to 31.18 percent, with West Germany taking the largest amount (5 percent).

CCC MONTHLY SALES LIST FOR MAY 1958. Following commodities are available: Butter, nonfat dry milk, cheddar cheese, cotton (upland & extra long staple), peanuts, corn, wheat, oats, barley, rye, grain sorghums, soybeans, flaxseed, rice (rough & milled), gum rosin, and gum turpentine. These commodities, plus tobacco from CCC loan stocks, are also eligible for export sale under the CCC Export Credit Sales program. Following commodities are currently eligible for export under the CCC barter program: Butter, nonfat dry milk, cheddar cheese, cotton, wheat, flour, corn, oats, barley, rye, grain sorghums, soybeans, 1956-crop California Pearl rough rice, and tobacco.

Annual interest rates under the CCC Export Credit Sales program for May 1958 are 2-1/4 percent for periods up to six months, 2-3/4 percent for periods from over six and up to 18 months, and 3-1/4 percent for periods from over 18 months up to a maximum of 36 months.

CUBA EXPECTED TO IMPORT MORE DUTY-FREE CORN FROM U. S. Cuba still faces a shortage of corn due partially to rapid growth of its broiler industry, and will probably need to import about a million bushels between now and August.

Decrees issued on January 10 and February 18 each authorized duty-free imports of 200,000 Spanish quintals (362,000 bushels) of U. S. shelled corn. Practically all imports thus authorized have been received, but Cuban corn supplies are still tight. It therefore seems likely that Cuba will continue to authorize duty-free imports of corn, as they are required, until the next harvest. (The import duty is 69 cents per bushel.)

USDA PROPOSES REVISION OF NONFAT DRY MILK GRADE STANDARDS which have been in effect since June 1951. There would be no change in grade designations U. S. Extra and U. S. Standard. Principal changes: (1) separation of standards for spray and roller process, (2) more detailed terminology, (3) nonassignment of a U. S. grade when direct microscopic clump count exceeds 300 million per gram, and (4) provision for a heat treatment classification as a supplement to standards for spray processed nonfat dry milk.

COTTON PRODUCTS EXPORT PROGRAM EXTENDED. The new amendment to the cotton export program extends the final date for export cotton products in fulfillment of export sales entered into after April 12, 1958. The previous deadline for shipping goods was July 31, 1958.

Under the amendment, cotton products sold after April 31, 1958 must be exported within six months after date of sale or by July 31, 1958, whichever is earlier.

U. S. ALFALFA SEED EXPORTS AT RECORD LEVEL. Alfalfa seed exports for July 1957 to February 1958 have passed the 15 million pound mark, the largest on record for any similar period. Total grass and legume seed exports in February 1958 were a little less than for the same month last year, and the cumulative total for the first 8 months of the current crop year is slightly less than last year.

TABLE I, GUIDE TO COMMERCIAL SALES

Commodity	Unit	Grade, Type or Variety	Location	Latest Price Week of 5/16/58	Price Year Earlier
Wheat 1/	Bushel	#2 H. W.	Galveston	\$ 2.51-2.61	\$ 2.36-2.41
" 2/	"	#1 S. W.	Portland	2.10- 2.11	2.57-2.59
" 3/	"	#2 S. R. W.	Baltimore	2.43	2.38
Pinto Beans	Cwt.	#1 Pinto	FAS Gulf	8.00-8.15	--
Dry Peas	"	#1 Alaska, whole	FAS West Coast	4.70	--
Cottonseed Oil	Pound	B.P.S.Y.	May Fut. N. Y.	.1570 4/	.1480-.1481
Soybean Oil	"	Refined	New York	.1375	.1425
Cottonseed Oil	"	Crude	Valley	.1375-.1400	.1250 5/
Soybean Oil	"	Crude	Decatur, Ill.	.1112	.1125-.1137
Linseed Oil	"	Raw	Minneapolis	.1390	.1250
Lard	"	Refined 50# tin	Chicago	.1400	.1375
Tallow	"	Prime Inedible	Chicago-FOB	.07375	.0700
Greases	"	Choice White	" "	.08875	.0925
Soybeans	Bushel	#1 Yellow	Chicago	2.27	2.38
Cottonseed Meal	Sh. Tn.	41% Bagged	Memphis	63.00	51.25
Soybean Meal	" "	44% Bagged	Decatur	60.50	50.50
Milk, Evap.	Case	48-14 1/2 oz.	Pac.Cst.Mkts.	6.10-6.60	5.95-6.45
Eggs, Shell	Doz. Med.	Mixed colors	New York	.35-.36	.26-.265
" Dried	Pound	Whole	" "	1.20-1.28	.98-1.05
Beef Trimmings	"	75-85% lean froz.	Chicago	.4150	.2850
Beef Hearts	"	Regular frozen	"	.3200	.1600
Beef Livers	"	" "	"	.3300	.2100
Pork Trimmings	"	" "	"	.2500	.1600
Chicken, R. C.	"	Gr. A. Broilers	New York	.32-.345	.325-.36
Turkey, R. C.	"	Gr. A. Beltsville	" "	.45-.51	.44-.45
Canned Apricots	Doz. #2-1/2	Choice Halves	FOB-Calif	3.30-3.45	3.15
" Peaches	" "	" "	" "	2.85	2.72-2.82
" Pears	" "	" "	" "	3.15-3.25	3.40-3.50
Grapefruit Secs.	Doz. #303	Fancy, Lt. syrup	FOB-Florida	1.75	1.60
Orange Juice	Doz. 46 oz.	Sweetened	" "	2.95	2.45
Oranges, Fresh	Std. Ctn.	Size 144	FOB-Calif.	2.46	2.69
Raisins	Lb. Bulk	Natl. Thompson	FAS-Calif.	.19-.20	.1275-.13
Prunes	Pound	80-90	" "	.12-.125	.0975-.115
Lemons, Fresh	Std. Ctn.		FOB-Calif.	3.07	3.05

1/ Export payment all destinations except Latin America and West Indies, \$.70; to Latin America and West Indies, \$.67. 2/ Export payment - all destinations, \$.46.
 3/ Export payment - all destinations, \$.70. 4/ As of May 15; no May quotation on May 16.
 5/ Asked.

TABLE II, CCC PORT PRICES FOR EXPORT

Commodity	Unit	Grade, Type or Variety	Port Location	Latest Price	Date of Sales 1958
Corn	Bushel	Non-Storable	Terminal points in:		
			Chicago	\$1.15-1/2 - 1.32	May 5 - 9
			Kansas City	1.15 - 1.33-1/2	
			Portland	1.37-3/8 - 1.37-7/8	
			Dallas	1.28-1/2 - 1/29	
Grain Sorghums	Cwt.		Dallas	1.80 - 1.85	"
Barley	Bushel No. 3		Dallas	1.04-1/4	"
Oats	"	Heavy White	Minneapolis	.53-3/8	"
Rice	Cwt.	Milled	Dallas	6.51	"
		Rough	Dallas	2.83 - 3.82	"
Peanuts	Pound	Farmers Stock	Gulf	.0831	"
Butter	"		Any U.S. Port	.39 (fixed)	"
Milk	"	Spray	Any U.S. Port	.099 (fixed)	"
Cheese	"	Cheddar	Any U.S. Port	.22 (fixed)	"